

AGRIMISSOURI



graphic
identity standards



introduction

The AgriMissouri™ logo helps to ensure a new era for the initiative: an era of unprecedented brand identity, awareness and loyalty. This graphics standards manual will outline approved and recommended usage of the logo in a variety of different applications. In each example, you'll find that the integrity of both AgriMissouri's logo and image has been preserved. This is necessary to maintain customer confidence in Missouri brands, and serves to establish a sense of pride in all those affiliated with AgriMissouri and its goals.

The logo itself is an emblem of two panels, fused in the middle by the AgriMissouri nameplate. The lower half – in olive green – portrays a fertile Missouri farm. The upper half depicts a cityscape in an earthy brown, representing industry in Missouri. The AgriMissouri logo conveys a reciprocal relationship between two communities, yet neither loses their individuality. The significance of the link between agricultural production and processing, therefore, is also inherent in both the ethos and imagery of AgriMissouri.

In this regard, the logo serves to represent not only AgriMissouri, but the state of Missouri itself.

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agrimissouri logo - basics

the four-color agrimissouri logo with the emblem is to be used whenever possible. because it conveys the strongest sense of brand identity, it is the primary logo of agrimissouri.

- colors: the four colors of the logo are black, pms 5797, pms 471, and pms 391.

- size: the agrimissouri logo must always be at least 1" wide.

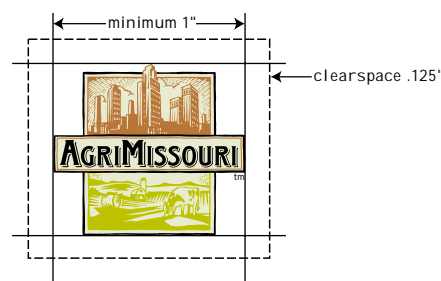
- clear space: to separate it from other type and graphics, a clear space of .125" should be maintained around the logo at all times.

- elements: the agrimissouri logo is comprised of two separate elements: the agrimissouri nameplate and the emblem. we recommend that the agrimissouri logo remain intact to maintain brand value. certain circumstances, however, may necessitate the use of the agrimissouri nameplate alone as a logo. acceptable usage of this element will be outlined on pages 8-12.

color chart

pantone c/u*	
black	process black c/u
471	471c / 718u
391	391c / 398u
5797	5797c / 5807u

*because inks print differently on various paper stocks (coated vs. uncoated), the designer has provided pms colors to be used on those specific types of paper. these are designated on each page of this style guide.





black

pantone c/u
process black c/u



391

391c / 398u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE EMBLEM IS PMS 391. THE BACKGROUND IS A 10% SCREEN OF PMS 391.



black

pantone c/u
process black c/u



471

471c / 718u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE EMBLEM IS PMS 471. THE BACKGROUND IS WHITE



black

pantone c/u

process black c/u



THE ENTIRE AGRIMISSOURI
LOGO IS BLACK. THE BACK-
GROUND IS WHITE.



471

pantone c/u

471c / 718u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 471. THE BACK-
GROUND IS WHITE.



391

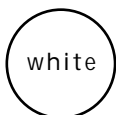
pantone c/u

391c / 398u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 391. THE BACK-
GROUND IS WHITE.

color
chart



pantone c/u

white



THE ENTIRE AGRIMISSOURI
LOGO IS WHITE. THE BACK-
GROUND IS TRANSPARENT.

color
chart



pantone c/u

471c / 718u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 471. THE BACK-
GROUND IS TRANSPARENT.

color
chart



pantone c/u

391c / 398u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 391. THE BACK-
GROUND IS TRANSPARENT.

color
chart



pantone c/u

5797c / 5807u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 5797. THE BACK-
GROUND IS TRANSPARENT.



agrimissouri nameplate - basics

color chart



black

pantone c/u

process black c/u



471

471c / 718u



391

391c / 398u



5797

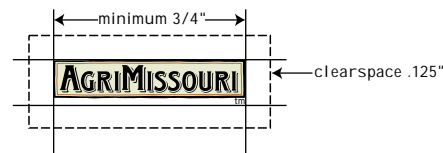
5797c / 5807u

the four-color agrimissouri nameplate should be used whenever use of the full logo and emblem is not appropriate. use of the nameplate should adhere all of the established usage guidelines.

- colors: the four colors of the logo are black, pms 5797, pms 471, and pms 391.

- size: the agrimissouri nameplate must always be at least 3/4" wide.

- clear space: to separate it from other type and graphics, a clear space of .125" should be maintained around the logo at all times.



color
chart



black

pantone c/u

process black



THE ENTIRE AGRIMISSOURI
LOGO IS BLACK. THE BACK-
GROUND IS WHITE.

color
chart



471

pantone c/u

471c / 718u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 471. THE BACK-
GROUND IS WHITE.

color
chart



391

pantone c/u

391c / 398u



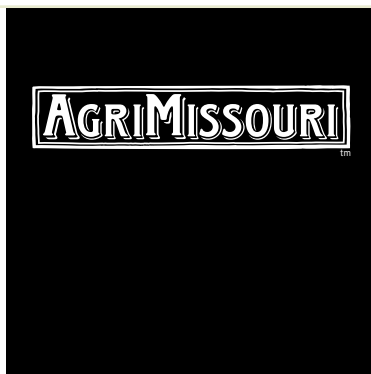
THE ENTIRE AGRIMISSOURI
LOGO IS PMS 391. THE BACK-
GROUND IS WHITE.

color
chart



pantone c/u

white



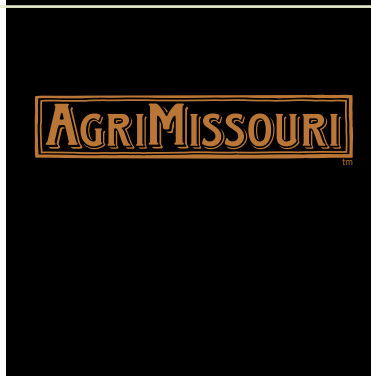
THE ENTIRE AGRIMISSOURI
LOGO IS WHITE. THE BACK-
GROUND IS TRANSPARENT.

color
chart



pantone c/u

471c / 718u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 471. THE BACK-
GROUND IS TRANSPARENT.

color
chart



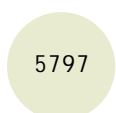
pantone c/u

391c / 398u



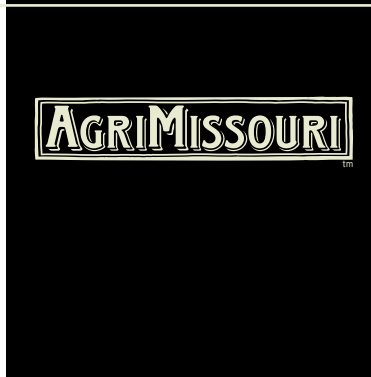
THE ENTIRE AGRIMISSOURI
LOGO IS PMS 391. THE BACK-
GROUND IS TRANSPARENT.

color
chart



pantone c/u

5797c / 5807u



THE ENTIRE AGRIMISSOURI
LOGO IS PMS 5797. THE BACK-
GROUND IS TRANSPARENT.

color chart



black

pantone c/u

process black c/u



391

391c / 398u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE BACKGROUND IS PMS 391.

color chart



471

pantone c/u

471c / 718u



black

process black c/u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE PMS 391. THE BACKGROUND IS BLACK.

color chart



black

pantone c/u

process black c/u



5797

5797c / 5807u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE BACKGROUND IS PMS 5797.

color chart



391

pantone c/u

391c / 398u



5797

5797c / 5807u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE PMS 391. THE BACKGROUND IS PMS 5797.

color chart

color chart

color chart

color chart



black



391

pantone c/u

process black c/u

391c / 398u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE BACKGROUND IS PMS 391.



471



black

pantone c/u

471c / 718u

process black c/u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE PMS 471. THE BACKGROUND IS BLACK.



black



5797

pantone c/u

process black c/u

5797c / 5807u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE BLACK. THE BACKGROUND IS PMS 5797.



391



5797

pantone c/u

391c / 398u

5797c / 5807u



THE AGRIMISSOURI NAME AND THE OUTER BORDERS OF THE LOGO ARE PMS 391. THE BACKGROUND IS PMS 5797.



agrimissouri farmers' market logo - basics

- colors: the four colors of the logo are black, pms 5797, pms 471, and pms 391.
- size: the agrimissouri farmers' market logo must always be at least 1" wide.
- clear space: to separate it from other type and graphics, a clear space of .125" should be maintained around the logo at all times.
- elements: the agrimissouri farmers' market logo is comprised of two separate elements: the agrimissouri logo (nameplate and emblem), and the farmers' market name plate. we recommend that the agrimissouri farmers' market logo remain intact to maintain brand value.

color chart



black

pantone c/u
process black c/u



471

471c / 718u



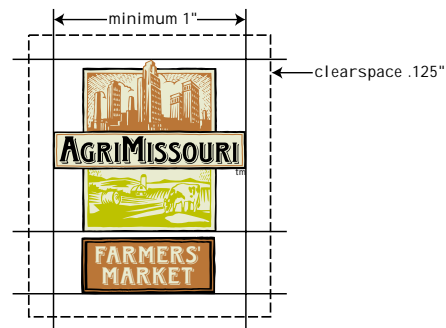
391

391c / 398u



5797

5797c / 5807u



acceptable color options



unacceptable usage



NEVER STRETCH OR CONDENSE

MAKE SURE THE PROPORTIONS REMAIN CONSISTENT TO THE ORIGINAL DESIGN.



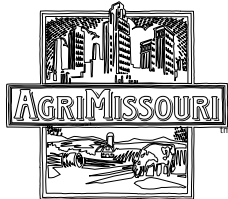
NEVER BOX IN LOGO

DO NOT USE GRAPHIC ELEMENTS THAT CONFINE THE DESIGN OF THE LOGO.



NEVER TILT OR ROTATE LOGO

KEEP THE TYPE OF THE LOGO ON A HORIZONTAL PLANE.



NEVER OUTLINE LOGO

ALWAYS USE THE APPROVED VERSIONS OF THE LOGO ONLY.



NEVER CHANGE LOGO TYPEFACE

NEVER REPLACE THE TYPEFACE OF THE LOGO OR TRY TO REPRODUCE ITS LOOK.



NEVER SCAN LOGO

USE ONLY DIGITAL FILES PROVIDED ON THE AGRIMISSOURI LOGO CD-ROM.



NEVER REMOVE "TM"

THE TRADEMARK SYMBOL (TM) LOCATED ON THE RIGHT SIDE UNDER THE AGRIMISSOURI NAME SHOULD NEVER BE REMOVED. THE TRADEMARK SYMBOL SHOULD NEVER BE LESS THAN 3.5 POINTS IN SIZE.

unacceptable usage - farmer's market logo



NEVER STRETCH OR CONDENSE

MAKE SURE THE PROPORTIONS REMAIN CONSISTENT TO THE ORIGINAL DESIGN.



NEVER BOX IN LOGO

DO NOT USE GRAPHIC ELEMENTS THAT CONFINE THE DESIGN OF THE LOGO.



NEVER TILT OR ROTATE LOGO

KEEP THE TYPE OF THE LOGO ON A HORIZONTAL PLANE.



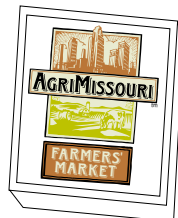
NEVER OUTLINE LOGO

ALWAYS USE THE APPROVED VERSIONS OF THE LOGO ONLY.



NEVER CHANGE LOGO TYPEFACE

NEVER REPLACE THE TYPEFACE OF THE LOGO OR TRY TO REPRODUCE ITS LOOK.



NEVER SCAN LOGO

USE ONLY DIGITAL FILES PROVIDED ON THE AGRIMISSOURI LOGO CD-ROM.



NEVER REMOVE "TM"

THE TRADEMARK SYMBOL (TM) LOCATED ON THE RIGHT SIDE UNDER THE AGRIMISSOURI NAME SHOULD NEVER BE REMOVED. THE TRADEMARK SYMBOL SHOULD NEVER BE LESS THAN 3.5 POINTS IN SIZE.

tv, film & radio commercials and multimedia

As always, the AgriMissouri name and logo should be used with discretion to preserve the brand identity and promote customer awareness and retention.

CLOSING A SEQUENCE IN TELEVISION AND FILM ADVERTISING: To close a tv spot, advertorial, infomercial or short film, the full-color AgriMissouri logo should appear as the final image for at least 2 seconds. The logo can appear either by itself or accompanying a short tagline. A full-color background – in one of the four approved AgriMissouri colors – is recommended in most instances. Another acceptable option would be to show the full color AgriMissouri logo with a light screen of one or more elements of the emblem as a background. Note the examples on this page that illustrate this technique, as well as outline the correct placement of the logo in the frame: centered (recommended), or in the lower right-hand corner.

MULTIMEDIA PRESENTATIONS, INTERNET CLIPS, ETC.: The AgriMissouri logo should be introduced in the beginning to identify the source of the presentation. To maintain a necessary consistency, the conclusion should then follow the guidelines for the end of a television spot or film above.

CLOSING SEQUENCE FOR RADIO COMMERCIALS: To close a radio spot (both corporate and affiliates), the AgriMissouri name should be mentioned in the last statement of the spot. examples of acceptable usage include sentences that end "...brought to you by AgriMissouri" or "...[advertiser] is a member of AgriMissouri." Occasionally, a :10 or :15 customized tag will be included at the end of a radio spot. In these cases, the word AgriMissouri does not need to be repeated again, provided that it was used to close the preceding segment.



wearable and incentive items

Given the large number of different giveaway items, accessories, and clothing options that may ultimately feature the AgriMissouri logo, it is impossible to outline graphics standards for each instance. As with other applications of the logo, however, careful judgment should be exercised at all times. Additionally, the outlines for general usage of the logo will always apply, including the clear space that surrounds the logo and the minimum size allowed. Please refer to the established guidelines in this manual for recommended logo placement options.

As always, the four-color logo with emblem is the preferred logo of AgriMissouri, but the nameplate alone or black and white logo may also be substituted as a result of space constraints (i.e. on pens, key chains, letter openers, etc.), or for a variety of other situations. If you have any questions or doubts about correct use of the AgriMissouri logo, please contact the Missouri Department of Agriculture.